

Rep Order# 9765699 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# im

Printed: 10/26/2012 1:19 PM  
Last Received: 10/26/2012 12:41 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product SHERROD BROWN SENATE  
Estimate#  
Buyer MIKE DETTORRE  
Phone#  
Fax#

67369  
Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/28/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 79. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/31-10/31	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	11/02-11/02	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								

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	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/02-11/02	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/05-11/05	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	11/04-11/04	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	SU	630P-7P	NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
				Sales Remark: V9 DTE CHG								
				V7 Added								
				V9 More than 2 codes changed								

#### ---REPORT TOTALS---

Report Totals: 7 / \$2,050.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 1 / \$550.00 Nov 12: 88 / \$65,125.00

Sales Totals: 89 / \$65,675.00

Station Totals: 89 / \$65,675.00

Lines not sent/rcld/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

Market Totals	\$177,500	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
		WKRC 37%	WLWT 20%	WSTR 0%	WXIX 10%	

Books null  
Demos RA35+

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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see line 79. mq offer corrected

T/R

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/31-10/31	0	0	0	\$0.00	
		V7 Comment Changed, Spots/week Changed										
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	11/02-11/02	0	0	0	\$0.00	
		V7 Comment Changed, Spots/week Changed										
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										

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	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/02-11/02	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/05-11/05	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	11/04-11/04	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	TU-F,M	630P-7P	NEWS	:30	\$550.00	10/30-11/05	1	1	1	\$550.00	
				Station Remark: V8 spot can't air in 630p news. mg should have read sun 630-7p								
				news on 6/28. ncir								
				V7 Added								

---REPORT TOTALS---

Report Totals: 7 / \$2,050.00

---SALES MONTHLY TOTALS---

Nov 12: 89 / \$65,675.00

Sales Totals: 89 / \$65,675.00

Station Totals: 89 / \$65,675.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$177,500	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null  
Demos RA35+

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--- REMARKS ---

REVISED ORDER. ALL CHANGES OK. PLS CNF

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	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/30-10/30	1 P3	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/31-10/31	0	0	0	\$0.00	
				Sales Remark: V7 1X CX								
				V7 Comment Changed, Spots/week Changed								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	11/01-11/01	1 P3	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	11/02-11/02	0	0	0	\$0.00	
				Sales Remark: V7 1X CX								
				V7 Comment Changed, Spots/week Changed								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	11/05-11/05	1 P3	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/30-10/30	1 P3	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
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				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	11/01-11/01	1 P3	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/02-11/02	0	0	0	\$0.00	
				Sales Remark: V7 1X CX								
				V7 Comment Changed, Spots/week Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/05-11/05	0	0	0	\$0.00	
				Sales Remark: V7 1X CX								
				V7 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	11/04-11/04	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*79	TU-F,M	630P-7P	NEWS	:30	\$550.00	10/30-11/05	1 P3	1	1	\$550.00	
				Sales Remark: V7 MKGD								
				V7 Added								

---REPORT TOTALS---

Report Totals: 7 / \$2,050.00

---SALES MONTHLY TOTALS---

Nov 12: 89 / \$65,675.00



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		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null  
Demos RA35+

Rep Order# 9765699 Ver# 6 Status Returned  
EC'd Yes

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--- REMARKS ---

pls see line 31  
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	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								

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	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
				Station Remark: V6 raet s/b 250.								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	11/04-11/04	1	1	1	\$550.00	
				Station Remark: V6 1x na 11/4 no news mg stp w/o 10/28 ncir								

---REPORT TOTALS---

Report Totals: 11 / \$2,050.00

---SALES MONTHLY TOTALS---

Nov 12: 93 / \$65,675.00

Sales Totals: 93 / \$65,675.00

Station Totals: 93 / \$65,675.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$177,500	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Sunday, October 21, 2012 2:00 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 67369

Station: WKRC-TV

**Order Information:**

Order #: 67369  
Order Total: \$64,175.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: SHERROD BROWN SENATE  
Alternate Order #: 09765699  
Flight Dates: 10/30/12 - 11/05/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (67369-31-1):**

Rate: \$550.00  
Air Date: Sun 11/04/12  
Eligible Days: -----Su  
Inventory Code: 630p Local 12 News Sun  
Inventory Description: 630p Local 12 News Sun  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

09/29/12

# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67369												
Line: 11												
10/30/12	Tuesday	5:58:25 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
10/30/12	Tuesday	5:58:55 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 12												
10/31/12	Wednesday	7:58:56 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
10/31/12	Wednesday	7:36:07 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 13												
11/01/12	Thursday	7:59:26 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
11/01/12	Thursday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											2	
Line: 14												
11/02/12	Friday	7:28:56 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
11/02/12	Friday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 15												
11/05/12	Monday	7:58:56 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
11/05/12	Monday	7:59:26 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 16												
10/30/12	Tuesday	5:05:11 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 17												
10/31/12	Wednesday	5:28:29 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 18												
11/01/12	Thursday	5:05:11 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 19												
11/02/12	Friday	5:05:11 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 20												
11/05/12	Monday	5:21:23 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 21												
10/30/12	Tuesday	5:50:52 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 22												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67369												
Line: 22												
10/31/12	Wednesday	4:40:06 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 23												
11/01/12	Thursday	3:35:25 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 24												
11/02/12	Friday	4:40:06 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 25												
11/05/12	Monday	5:52:22 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 26												
10/30/12	Tuesday	5:59:11 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
10/30/12	Tuesday	5:36:50 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 27												
10/31/12	Wednesday	5:29:11 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
10/31/12	Wednesday	5:53:00 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 28												
11/01/12	Thursday	5:12:25 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
11/01/12	Thursday	5:29:26 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 29												
11/02/12	Friday	5:12:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
11/02/12	Friday	5:37:05 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 30												
11/05/12	Monday	5:44:55 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
11/05/12	Monday	5:23:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 32												
10/30/12	Tuesday	4:35:36 PM	:30	\$375.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 33												
10/31/12	Wednesday	4:36:06 PM	:30	\$375.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 34												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67369												
Line: 34												
11/01/12	Thursday	1:51:21 PM	:30	\$375.00			4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 35												
11/02/12	Friday	1:51:36 PM	:30	\$375.00			4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 36												
11/05/12	Monday	1:43:01 PM	:30	\$375.00			4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 37												
10/30/12	Tuesday	5:05:04 PM	:30	\$650.00			6p Local 12 News at Six (6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 38												
10/31/12	Wednesday	5:27:26 PM	:30	\$650.00			6p Local 12 News at Six (6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 39												
11/01/12	Thursday	5:05:34 PM	:30	\$650.00			6p Local 12 News at Six (6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 40												
11/02/12	Friday	5:28:11 PM	:30	\$650.00			6p Local 12 News at Six (6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 41												
11/05/12	Monday	5:20:02 PM	:30	\$650.00			6p Local 12 News at Six (6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 42												
10/30/12	Tuesday	5:35:41 PM	:30	\$600.00			5p Local 12 News at Five (5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 43												
10/31/12	Wednesday	5:57:36 PM	:30	\$600.00			5p Local 12 News at Five (5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 44												
11/01/12	Thursday	5:35:26 PM	:30	\$600.00			5p Local 12 News at Five (5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 45												
11/02/12	Friday	5:49:18 PM	:30	\$600.00			5p Local 12 News at Five (5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 46												
11/05/12	Monday	5:35:41 PM	:30	\$600.00			5p Local 12 News at Five (5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67369												
Line: 46												
				\$600.00							1	
Line: 47												
10/30/12	Tuesday	7:28:34 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 48												
10/31/12	Wednesday	7:22:14 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 49												
11/01/12	Thursday	7:03:56 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 50												
11/02/12	Friday	7:11:27 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 51												
11/05/12	Monday	7:27:34 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 52												
10/30/12	Tuesday	7:35:30 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 53												
10/31/12	Wednesday	7:43:07 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 54												
11/01/12	Thursday	7:51:14 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 55												
11/02/12	Friday	7:35:30 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 56												
11/05/12	Monday	7:51:11 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 57												
11/04/12	Sunday	7:40:08 PM	:30	\$3,000.00		Sun Reg 1	7:00 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,000.00							1	
Line: 58												
11/02/12	Friday	7:29:00 PM	:30	\$1,600.00		Fri Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,600.00							1	

[Filtered by: ] [Sorted by: Station]



# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67369												
<b>Line: 59</b>												
10/30/12	Tuesday	3:20:07 PM	:30	\$3,500.00		Tue Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 60</b>												
11/04/12	Sunday	3:19:42 PM	:30	\$2,400.00		Sun Reg 3	(9:00:00 PM-10:00:00	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 61</b>												
11/02/12	Friday	3:40:28 PM	:30	\$2,000.00		Fri Reg 2	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 62</b>												
10/31/12	Wednesday	7:57:36 PM	:30	\$3,500.00		Wed Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 63</b>												
11/01/12	Thursday	3:28:30 PM	:30	\$3,500.00		Thu Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 64</b>												
10/31/12	Wednesday	3:19:57 PM	:30	\$3,200.00		Wed Reg 2	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 65</b>												
11/01/12	Thursday	3:44:13 PM	:30	\$3,800.00		Thu Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 66</b>												
11/05/12	Monday	3:29:00 PM	:30	\$3,500.00		Mon Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
<b>Line: 67</b>												
10/30/12	Tuesday	1:59:30 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
10/30/12	Tuesday	2:25:15 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
											2	
<b>Line: 68</b>												
10/31/12	Wednesday	2:11:30 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
10/31/12	Wednesday	1:46:00 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
											2	
<b>Line: 69</b>												
11/01/12	Thursday	2:25:00 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
11/01/12	Thursday	1:59:00 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
											2	
<b>Line: 70</b>												
11/02/12	Friday	2:24:30 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
11/02/12	Friday	1:46:15 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67369												
Line: 70												
				\$750.00							2	
Line: 71												
11/05/12	Monday	11:00 XM	:30	\$375.00	Letterman		11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH-
11/05/12	Monday	1:46:45 PM	:30	\$375.00	Letterman		11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH-
				\$750.00							2	
Line: 72												
10/30/12	Tuesday	11:26:56 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 73												
10/31/12	Wednesday	11:05:08 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 74												
11/01/12	Thursday	11:34:00 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 75												
11/02/12	Friday	11:26:16 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 76												
11/03/12	Saturday	11:11:50 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 77												
11/04/12	Sunday	11:25:37 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 78												
11/05/12	Monday	11:27:07 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	
Line: 79												
10/30/12	Tuesday	5:50:19 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A)	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	
Line: 80												
11/01/12	Thursday	5:43:22 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A)	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	
Line: 81												
11/05/12	Monday	5:35:35 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A)	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	
Line: 82												
10/30/12	Tuesday	5:28:13 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A)	SHERROD BROWN SEN		P-3	1	MWASH-

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/28/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 67369

Line: 82

				\$250.00							1	
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Line: 83

10/31/12	Wednesday	13:29 AM	:30	\$250.00		5a Good Morn Cincinna (5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3		1	MWASH-
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				\$250.00							1	
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Line: 84

11/01/12	Thursday	06:42 AM	:30	\$250.00		5a Good Morn Cincinna (5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3		1	MWASH-
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				\$250.00							1	
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Line: 85

10/28/12	Sunday		:30	\$550.00		630p Local 12 News Su 630p-7p	SHERROD BROWN SEN		P-3		1	MWASH-
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				\$550.00							1	
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				\$65,675.00							89	
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				\$65,675.00							89	
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				\$65,675.00							89	
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				\$65,675.00							89	
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				\$65,675.00							89	
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[Filtered by: ] [Sorted by: Station]